



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor/Applicant:	Jonathan E. Lowthert et al.	§	Art Unit:	2616
Serial No.:	09/766,125	§	Examiner:	Usha Raman
Filed:	January 19, 2001	§	Confirmation No.:	9472
Title:	Content With Advertisement Information Segment	§	Docket No.:	BKA.0010US
		§	Customer No.:	21906

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**RESPONSE TO FIRST OFFICE ACTION**

Dear Sir:

In response to the Office Action mailed on April 14, 2005, please amend the above-referenced application as follows:

- *Claim Amendments*, which begin on page 2 of this paper; and
- *Remarks*, which begin on page 4 of this paper.

Date of Deposit: September 14, 2005  
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as **first class mail** with sufficient postage on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
Nancy Meshkoff